



a direct response marketing company

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**Specialized Marketing Services, Inc.
Wins National Awards - Again**

Results, Impressive ROI, plus Brand Enhancement, Gains Acclaim

SANTA ANA, Calif., July 30, 2008 — *Specialized Marketing Services, Inc. (SMS)*, a direct response marketing company, recently won national recognition, for a fourth consecutive year, by the Mailing & Fulfillment Service Association (MFSA), a professional association for the mailing and fulfillment industry, and for the third consecutive year, A Stevie®, by the American Business Awards (ABA), the only national, all-encompassing awards program honoring great performances in business.

SMS took first place in the MFSA President’s Plaque award, for the best multi-piece direct response campaign. “Milk It for All It’s Worth”, the campaign theme, drove a double-digit return for both customer acquisition and retention. Showcasing product attributes as well as a play on savings - the highly successful integrated direct response marketing campaign for client Heritage Foods, included a series of direct mail initiatives leveraging key retail partners to drive product trial as well as increase brand awareness and loyalty.

SMS also placed second for MFSA’s Chairman’s Self-Promotion Award, presented for the best single-piece mailing for self-promotion. SMS’ truly creative and festive holiday card package featured individually designed pages shaped like holiday ornaments – each emblazoned with an SMS employee’s snapshot and their very own personal holiday message. The “gift” drove home the personalized attention, service and client appreciation that is at the core of SMS, while focusing on the company’s fun, team oriented culture.

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SMS was also a 2008 ABA's Stevie® award finalist for Best Design in the Advertising/Design Craft and Technique Category. SMS received recognition for its "Rumor Executive Product Launch Kit" developed for client, LG Electronics MobileComm U.S.A., Inc. The promotional kit created executive awareness and excitement for the new side-slide LG mobile phone, "Rumor", featuring a QWERTY keyboard, designed to promote easy text and mobile messaging. The launch kit engineered and designed to emulate the slide action of the mobile phone truly tied together the selling points of the handset in a fun, modern and contemporary creative platform.

Gloria Robbins, SMS founder and CEO states, "It is especially gratifying to be recognized by these two national awarding organizations for our long-standing commitment to ingenuity, creativity and most importantly, deliverability of exceptional results and Return on Investment (ROI) for our clients."

Specialized Marketing Services, Inc.(SMS) is a direct response marketing and fulfillment company that provides integrated direct response-based sales and marketing solutions across traditional, interactive and fulfillment platforms. Celebrating more than 20 years of visionary management and expertise, they offer clients industry-leading and award-winning initiatives, which deliver exceptional ROI, stronger brand equity, greater market share, and accountable results. Their clients range in size from small and mid-sized companies to large multi-national corporations in varied industries including High-Tech, Healthcare, Travel and Leisure, Food and Beverage and Consumer Packaged Goods.

Specialized Marketing Services is a woman-owned business with full Women and Minority Business Enterprise (WMBE) certification. Additional information is available at www.TeamSMS.com or call 800-998-8600.

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